

Title: **Consumer Preferences for Seafood Information Attributes**

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Abstract: Changes in consumer preferences have created an opportunity for developing differentiated and higher valued seafood products. Providing consumers with more information about seafood products at the time of purchase has been suggested as a way of differentiating seafood and promoting healthy fisheries. A discrete choice experiment conducted at high-end grocery stores in Portland, Oregon investigated consumer preferences for information about the quality, safety, origin and environmentally friendliness of seafood they consume. Results show that "Sustainability Certification" was the most important information attribute influencing purchasing decisions, closely followed by "Locally Harvested by Oregonians". Also, significant relationships are identified between the information attributes and respondent characteristics. Overall, the study indicates an opportunity for local fishermen and the seafood industry to further develop "local" brands while continuing the effort to market "eco-friendly" seafood choices.